

10th Annual

CESAR E. CHAVEZ

March for Justice



Saturday, March 25, 2006

A true American hero, Cesar was a Latino, a farm worker and labor leader; a religious and spiritual figure; a community servant and social entrepreneur; a crusader for nonviolent social change; and an environmentalist and consumer advocate.

A second-generation American, Cesar was born on March 31, 1927, near his family's farm in Yuma, Arizona. At age 10, his family became migrant farm workers after losing their farm in the Great Depression. Throughout his youth and into his adulthood, Cesar migrated across the southwest laboring in the fields and vineyards, where he was exposed to the hardships and injustices of farm worker life.

After achieving only an eighth-grade education, Cesar left school to work in the fields full-time to support his family. Although his formal education ended then, he possessed an insatiable intellectual curiosity and was self-taught in many fields and well read throughout his life.

Cesar joined the U.S. Navy in 1946 and served in the Western Pacific in the aftermath of World War II. He returned from service to marry Helen Fabela. The Chavez family settled in the East San Jose barrio of Sal Si Puedes and would eventually have eight children and 31 grandchildren.

Cesar's life as a community organizer began in 1952 when he joined the Community Service Organization (CSO), a prominent Latino civil rights group. While with the CSO, Cesar coordinated voter registration drives and conducted campaigns against racial and economic discrimination, primarily in urban areas. In the late 1950s and early 1960s, Cesar served as CSO's national director.

Cesar's dream, however, was to create an organization to protect and serve farm workers, whose poverty and disenfranchisement he had shared. In 1962, Cesar resigned from the CSO, leaving the security of a regular paycheck to found the National Farm Workers Association, which later became the United Farm Workers of America.

For more than three decades, Cesar led the first successful farm workers union in American history, achieving dignity, respect, fair wages, medical coverage, pension

benefits, and humane living conditions, as well as countless other rights and protections for hundreds of thousands of farm workers. Against previously insurmountable odds, he led successful strikes and boycotts that resulted in the first industry-wide labor contracts in the history of American agriculture. His union's efforts

brought about the passage of the groundbreaking 1975 California Agricultural Labor Relations Act to protect farm workers. Today, it remains the only law in the nation that protects the farm workers' right to unionize.

The significance and impact of Cesar's life transcends any one cause or struggle. He was a unique and humble leader, in addition to being a great humanitarian and communicator who influenced and inspired millions of Americans to seek social justice and civil rights for the poor and disenfranchised in our society. Cesar forged a diverse and extraordinary national coalition of students, middle-class consumers, trade unionists, religious groups, and minorities.

A strong believer in the principles of nonviolence practiced by Mahatma Gandhi and Dr. Martin Luther King, Jr., Cesar effectively employed peaceful tactics such as fasts, boycotts, strikes and pilgrimages. In 1968, he fasted for 25 days to affirm his personal commitment and that of the farm labor movement, to non-violence. He fasted again for 25 days in 1972. In 1988, at the age of 61, he endured a 36-day "Fast for Life" to highlight the harmful impact of pesticides on farm workers and their children.

Cesar passed away in his sleep on April 23, 1993, in San Luis, Arizona. More than 50,000 people attended his funeral services in the small town of Delano, California.

His motto in life -- "sí se puede" (it can be done) -- embodies the uncommon and invaluable legacy he left for the world's benefit. Since his death, dozens of communities across the nation have renamed schools, parks, streets, libraries, other public facilities, awards and scholarships in his honor, as well as enacting holidays on his birthday, March 31. In 1994, he was posthumously awarded the Presidential Medal of Freedom, the highest civilian honor in America.

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2006 Calendar of Events

March 2006 marks the 40th Anniversary of Cesar Chavez's historic 350-mile pilgrimage from Delano to Sacramento, which drew national attention to the plight of farm workers in America. To honor this anniversary and to educate and energize people with the power of civic engagement, we invite you to join us this month for several events commemorating Cesar Chavez, including the 10th Annual Cesar E. Chavez March for Justice in San Antonio, Texas.

10th Anniversary of the Cesar Chavez March For Justice Exhibit Opening Night

Friday, March 3 at 6:30 p.m.

Institute of Texan Cultures – 801 S. Bowie St.
Media is invited to attend. Event is by invitation only and will include local personalities, legislators and activists.

10th Anniversary of the Cesar E. Chavez March For Justice Exhibit

March 3 – March 31

Institute of Texan Cultures – 801 S. Bowie St.
Walk through photos and memorabilia from a decade of local marches in honor of Cesar E. Chavez. Artifacts, such as T-shirts, flyers and photos, from past Chavez marches in San Antonio, demonstrate the efforts of thousands of South Texas residents to protect Chavez's spirit of non-violent organization and a movement that has improved the lives of the poor and working class in America. For more information, call (210) 458-2356.

Cesar E. Chavez Press Conference, Youth Breakfast and Poster Contest Awards

Saturday, March 18 at 10:00 a.m.

Mi Tierra Café at 218 Produce Row
Guest Speaker: Tino Duran, Owner & Publisher La Prensa
Committee will host an official press conference to announce the month-long activities commemorating the life and legacy of Cesar E. Chavez. Local youth will also be recognized for artwork submissions for the annual Cesar E. Chavez Poster Contest. Posters will be on display. \$10 cost for breakfast.

Cesar E. Chavez Memorial Mass

Sunday, March 19 at 8:00 a.m.

San Fernando Cathedral
Father David Garcia will lead supporters and those involved with the Chavez March in this Catholic Mass. All faiths are invited to attend.

Cesar E. Chavez City of San Antonio Proclamation

Thursday, March 23 – 9:00 a.m.

City Council Chambers – 703 S. Main Ave.
Mayor Phil Hardberger and City Council will present a proclamation honoring Cesar E. Chavez to the Chavez March Foundation.



Cesar E. Chavez Scholarship Awards Ceremony

Thursday, March 23 at 6:30 p.m.

UTSA Downtown Campus – Buena Vista Building – 1.328 Room
Keynote Speaker: Dr. Cecilia Akers, daughter of Hector P. Garcia, Founder of the GI Forum.
Event Master of Ceremonies is Jaime P. Martinez, Chairperson, Cesar E. Chavez March for Justice.
Guest of Honor, Richard Chavez, will be introduced by Jaime P. Martinez.
For information on scholarship winners, please contact Martha Von Ellenrieder, Chairperson of the Cesar Chavez Scholarship Committee at (210) 226-2301.

New Art Unveiling by Jesse Treviño

Friday, March 24 at 4:30 p.m.

Institute of Texan Cultures
Chicano artist, Jesse Treviño will unveil his newest work commemorating the life and legacy of Cesar Chavez. The artwork is a large portrait, 40 inches by 60 inches which will be presented to UTSA representatives for display on their campus.
Background: Mr. Treviño earned a B.A. in art from Our Lady of the Lake University in San Antonio, and an M.F.A. in painting from the University of Texas at San Antonio. In 1987, he was honored with the National Hispanic Heritage Award as Artist of the Year.

Cesar E. Chavez March Foundation Dinner
Friday, March 24 at 6:00 p.m.

La Villita Assembly Hall, 401 Villita.

\$25 cost per person or table of 10 at \$350

Opening remarks:

Mayor Phil Hardberger

Guest of Honor – Richard Chavez,
brother of Cesar E. Chavez

Keynote speaker: Chicano actor and
activist, Jesse Borrego. Mr. Borrego's
credits include: Movie "The New
World" (2005), TV Series "24" (2004),
Movie "Con Air" (1997), TV Series
"Fame" (1984-1987) and many others.

Program will include the presentation of scholarship
funds raised by the Cesar Chavez March Foundation
presented to Martha Von Ellenrider,
Chairperson, Cesar E. Chavez Scholarship Committee.
Honored guests include Consul General De Mexico,
Martha J. Lara.

Entertainment by Los Innocentes and Joe Posada,
Grammy Awards Nominee.



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Saturday, March 25

Assembly and Community Program
begin at 10:00 a.m.

1321 El Paso - Avenida Guadalupe

March to the Alamo begins at Noon

March Grand Marshall is Richard Chavez,
brother of Cesar E. Chavez. Jesse Borrego,
Chicano actor, will be the special guest for
the official program at the Alamo.

Honoring the Legacy of Cesar Chavez
Friday, March 31

Our Lady of the Lake University

Proclamation will be made and pro-
gram held to honor the life and legacy
of Cesar E. Chavez. Includes guest
speakers, film and other events.

FMI: Maria L. Gonzalez - Director,
Center for Academic Achievement
Phone: 434-6711 ext. 2253

¡Si Se Puede!
¡Viva La Causa!

The Library celebrates Cesar E. Chavez

Cesar E. Chavez Display
at the Central Library
March 1-31

Youth(wired) Department
600 Soledad, first floor

**Book Display celebrating Cesar Chavez's
life and work**
March 13-31

Collins Garden Branch Library, 200 N. Park

**Storytime at Bazan Library with City
Councilwoman Patti Radle**
March 27 - 5:00 p.m.

District 5 City Councilwoman Patti Radle will read
to school-aged children. An arts and crafts program
will follow.

Bazan Branch Library, 2200 W. Commerce

**Book Display celebrating Cesar Chavez's
life and work**
March 27-31

Maverick Branch Library, 8700 Mystic Park

Cesar E. Chavez March for Justice

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